

# Cannabis Business

## Be at the forefront of an emerging market

*Acquire specialized business skills for the medical cannabis industry that can make your resume stand out from the crowd.*

### Why Choose P.I.T. to prepare you as a Cannabis Business professional?

✓ **Transferrable Credits**

✓ **Intimate Learning Environment and Family Atmosphere**

✓ **Parallel Learning**

✓ **Learn at Your Own Pace with eLearning at P.I.T.**

✓ **Free Tutoring**

### What is the Cannabis Business Program?

As a burgeoning industry, cannabis provides an untapped well of potential business careers.

The Cannabis Business associate degree program teaches students fundamental concepts and skills to succeed in business and entrepreneurship. With a focus on the laws and regulations associated with the cannabis industry students gain proficiency in business management skills, such as financial accounting, organizational sustainability, entrepreneurship, marketing, and project management and can then apply them to roles in this emerging industry.

### Why is the program beneficial to me?

Graduates of the Cannabis Business Program will earn an associate's degree. Students who are interested in pursuing a job will have an array of potential career fields, including:

- Dispensary Managers
- Budtenders
- Edible's Sales
- Accounting
- Advertising
- Finance
- Human Resources
- or the skills to open their own businesses



### Where can I go after P.I.T.?

In addition to being prepared for immediate employment, P.I.T. has transfer agreements with a number of colleges and universities in the area. These agreements enable you to transfer your college credits earned at P.I.T. and complete a bachelor's degree at any accredited college or university. P.I.T. will prepare you for the next step that's right for YOU!

# CANNABIS BUSINESS (CBZ)

## Associate in Science (A.S.)

### Recommended Course Sequence

Code	Course (Credits)		
CAT 101	Introduction to Alternative Health Therapies (3)	CAT 210	Alternative Therapeutic Health Horticulture II (3)
ENG 108	Composition (3)	CAT 180	Management Retail Services & Dispensaries (3)
HUM 140	Critical Thinking in the Modern Age (3)	BUS 211	Financial Accounting (3)
ENG 215	Analytical Writing (3)	MTH 145	College Algebra and Trigonometry (3)
CAT 108	The Science of Medical Cannabis (3)	BUS 247	Principles of Macro-Economics (3)
CAT 109	The Politics, History, and Ethics of the Cannabis Industry (3)	COM 108	Communications and Social Interaction (3)
CAT 140	Alternative Health Therapies I (4)	BUS 290	Entrepreneurship and New Ventures (3)
CAT 131	Legal Aspects of Alternative Health Therapies (3)	MTH 207	Statistics (3)
BUS 113	Introduction to Business (3)		
CAT 145	Alternative Health Therapies II (4)		
CAT 200	Alternative Therapeutic Health Horticulture I (3)		
CAT 225	Marketing Alternative Health Therapies (3)		
SIT 203	Basic Office Software Applications (3)		

PROGRAM TOTAL: 65

\*Prerequisite coursework is required.

NOTE: Additional course(s) may be required based on the results of a placement test.

## Course Highlights

### BEH 247—Entrepreneurship and New Ventures

This course prepares students to initiate new business ventures and prepare a business plan that may be used to generate financing and to begin a new business enterprise. Students will gain an understanding of the critical factors that are involved in the idea formation, conception, and development of new business ventures.

### CAT 131—Legal Aspects of Alternative Health Therapies

This course compares and contrasts the laws enacted by the Federal government versus the State governments. As of 2019, a total of 34 states, District of Columbia, Guam, Puerto Rico, and US Virgin Islands have approved a comprehensive, publicly available medical marijuana/ cannabis programs.

### CAT 225—Marketing Alternative Health Therapies

This course identifies the main functions, institutions, and concepts of marketing of alternative health therapies. Topic areas include the areas of product, price, promotion, and placement—plus the growth of medical marketing and marketing ethics. Case studies are used to relate lecture topics to the real business world.

## TUITION INFORMATION

### Number of Terms in Program

Traditional – 6 Terms

### Academic or Certification Achievement

Associate Degree for transfer to university or employment

### Tuition and Fees for Associate Degree Programs

- Tuition: \$380 per credit, plus tech fees
- Graduation Fee: \$100
- May exclude books and supplies, course or program fees.

\*A detailed breakdown may be obtained in the financial aid office.